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R J Reynolds

Tobacco Company

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March 21, 1997

MEMORANDUM TO: D. L. WILMESHER
J. W. BEST
R. M. SANDERS
P. J. CUNDARI

SUBJECT: PRIVATE LABEL NEGOTIATIONS

Given the dynamics and volatility in the marketplace, I feel it is appropriate to follow up the discussions we had during our recent meeting and reinforce our long standing policy concerning private label negotiations

- If a customer is currently under a private label contract with a competitive company, we cannot take any actions which would be viewed as inducing or encouraging the customer not to perform or to breach the agreement.
- At the appropriate point in time, based upon the terms of the contract when a customer advises us in good faith they are free and clear of their current contractual obligations or, as the termination date of the competitive contract approaches and the customer is evaluating future options, we may begin negotiations for their private label business.

If there are any questions, please call me.

Jim

Jim Maguire

JVM/kp

cc: G. C. Pennell
J. S. Farmer
S. J. Jabbour

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